

TRAC Meeting: Outreach Subcommittee Minutes

November 10, 2009

Member Attendees

Last	First	Company
Bautista	Nidia	Coalition for Clean Air
Ernst	Chuck	Twin Rivers Unified School District
Isom	Roger	California Cotton Ginners and Growers Association
Johal	Dildeep	Arrow Truck Sales
Leff	Michael	Valley Power Systems
Lujan	Steven	Cascade Sierra Solutions
Maggiora	Michael	Maggiora Bros. Drilling, Inc.
McVaigh	Rick	San Joaquin Valley Air Pollution Control District
Moir, Jr.	James	Mid-Pacific Industries, Inc.
Noland	Kristi	J.B. Hunt Transport, Inc.
Pfeifer	Nick	Granite Construction, Inc.
Phipps	Bob	Bettendorf Trucking
Plowman	Betty	California Dump Truck Owner Association
Rea	Charley	California Construction and Industrial Materials Assoc.
Rhodes	Stephen	School Bus Transportation Coalition
Schrap	Matthew	California Trucking Association
Tennies	Robert	Western Truck Center
Torres	Chris	F & L Farms Trucking, Inc.
Vivar	Jocelyn	East Yard Communities for Environmental Justice
Wood	Becky	A. Teichert and Son, Inc.

Discussion Items

- Update on ARB activities
- Outreach product review
- Outreach mailing process
- Priorities and next steps

Update on ARB activities

- ARB staff provided an update on ARB's outreach activities. Regulation information was broadcast on three Satellite XM radio shows (the Dave Nemo Show, and The Lockridge Report) on September 15th, October 27th, and coming up on November 17th on the Truck and Bus/ GHG Truck and Trailer Regulations, on Drayage (Port) Truck and Transport Refrigeration Units regulations, and on Smartway technologies and funding, respectively. The radio show series will continue. ARB staff asked members if there are any other radio programs that would be good candidates for outreach. None were provided.
- ARB's Public Information Office is establishing a newsletter blog where companies or associations can download information for their newsletters.

Please provide your newsletter contact information to Kathleen Mead and she'll forward the information to ARB's PIO office.

- ARB's Course 512, On-Road Diesel Review, has been conducted 16 times since September 1st. Committee members requested that the training continue and that Course 512 webpage be more user friendly so users can more easily access recorded courses and download handouts.
- ARB staff have done about 80 additional outreach events since September 1 for associations, truck dealers, and at conferences. Let Kathleen Mead know of any upcoming meeting or conferences that ARB should attend.

Outreach product review

- Members reviewed the one-page truck regulation overview. The one-page regulation overview is designed so that a company could insert their header into the document and distribute to their customers. Members provided feedback on color, formatting, language and regulation presentation order. Members discussed the ability to have the one-page easily modifiable for companies. After a lengthy discussion, it was decided by the committee that it was best to not allow others to modify the document and to make the document more readily recognizable as ARB's. A location on top can be provided to place a company's sticker or a business card. Matt Schrap, Kristi Nolan, and Nidia Bautista agreed to modify the documents to meet the committee's comments and get their examples back to staff by November 20th. ARB staff will send the modified one-pager to again to the outreach committee once finalized.
- ARB staff requested from members contact information and lists that they have for fuel jobbers, insurance companies, brokers, truck stops, other associations, trailer manufacturers, local air districts, and other industry groups to assist in getting the one-pager out. ARB staff will send a reminder after the meeting to collect this information.
- ARB staff presented a draft poster for the members' review and comment. The poster is designed to reach out to independent operators and out-of-state truckers that do not participate in association out reach. The poster would be placed at truck stops, CHP weigh stations, and other similar facilities. After a significant discussion, members provided minor wording changes, requested the background color be changed from grey to the cloud sky found on other ARB documents, requested the poster be larger, and some format changes to emphasis on contact information. The members stated that the language needs to be hard hitting (penalty information) to catch the attention of many truckers. Staff will bring the

comments back to ARB's PIO office for modification and ARB branding. ARB staff will send to the subcommittee for another review once finalized.

- ARB staff requested feedback from the members on a marketing survey on the existing outreach materials and program efforts. After discussion, members suggested that the survey be in different languages. They also stated that some may not fill out the survey due to dislike of government agencies and upset over the regulation. A member also stated that surveys may be a waste of time and the some people may not be honest in the survey. Since the survey is computer based, ARB staff asked the best way to reach out to stakeholders outside of ARB 's normal outreach avenues. The general conclusion of the committee members was that ARB's efforts are better spent on the poster and other activities and not much would be gain from the survey.

Priorities and next steps

- ARB staff and members discussed the need for more specialized fact sheets such as for agriculture, brokers, leasers, refrigerated carriers, and school buses. Members suggested that the more tools ARB can offer to affected stakeholders the better. At the same time, the materials currently produced by ARB so provide the information needed.
- A brainstorming of outreach avenues for ARB staff to follow-up on included working with Department of Motor Vehicles (DMV) to get the requirements on the registrations, working through licensing boards for contractors, the Public Utility Commission (licensing of buses), Bureau of Automotive Repair and other agencies. Also recommended was outreach through registration services, Cal Trucks and the Truck Paper at www.truckpaper.com. No priority was provided.
- Members suggested ARB work with the DMV and use the vehicle and driver registration process to send information. Members also suggested the poster could be put at DMV offices. ARB has provided information for the Commercial Drivers Handbook and is awaiting DMV approval. ARB uses the vehicle registration to send out informational post cards and is looking a doing this activity again. Additions to the DMV vehicle registration and licensing paperwork is legislatively controlled and DMV staff have stated that current envelopes are at the packaging weight limits. ARB will continue to discuss avenues with DMV. Members requested a report back from staff on status on utilizing DMV for outreach.
- Member requested that staff from the ARB's Public Information Office attend the next Outreach Subcommittee meeting.

- ARB staff also requested members to suggest any conferences or meetings that ARB should attend. Some members suggested ARB staff provide information to association or industry groups to hand out to their members rather than ARB staff attend some of the conferences. Other members offered to work with their stakeholders in setting up venues for ARB staff to attend.